



dates winter squash



peppers figs corn



be active for better health



apples asparagus celery



mandarins kiwis

It's So Easy.

# California 5 a Day Campaign

## Food Demonstration Training Guide for Retailers and Community Based Organizations

July 2002

# Table of Contents

## Background Information

### \_\_\_\_\_ **About the *California 5 a Day—for Better Health! Campaign***

Important information to know about 5 A Day and the *California 5 A Day Retail Program*

### \_\_\_\_\_ **An Introduction to Food Demonstrations**

Things to consider for the community-based organization or independent retailer interested in hosting a 5 A Day food demonstration in their community.

### \_\_\_\_\_ **Tips for Coordinating Successful Food Demonstrations**

Eleven tips for a successful demonstration

### \_\_\_\_\_ **Merchandising the Table**

An overview of the 5 A Day components provided for merchandising a 5 A Day food demonstration table.

## 2002 Food Demonstration Details

### \_\_\_\_\_ **Calendar of Events**

A complete list of all 2002 food demonstrations held at large supermarkets in selected regions throughout California, including associated media events.

### \_\_\_\_\_ **The Recipes**

Information about ingredients and food preparation. Please refer to the calendar of events the locations and dates of each food demo.

### \_\_\_\_\_ **Recipe Details**

A grid of supplies needed for the demonstrations, included number of times the recipe is to be repeated at each demonstration event.

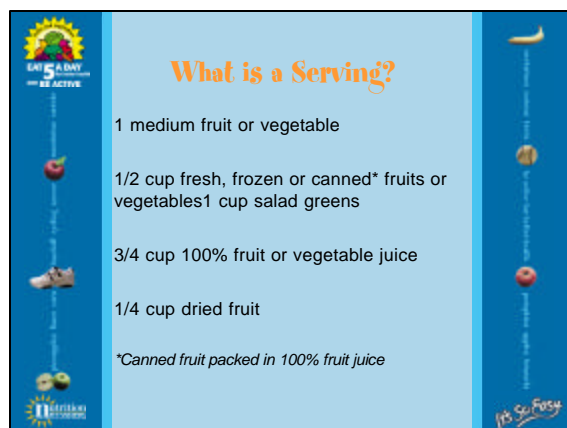
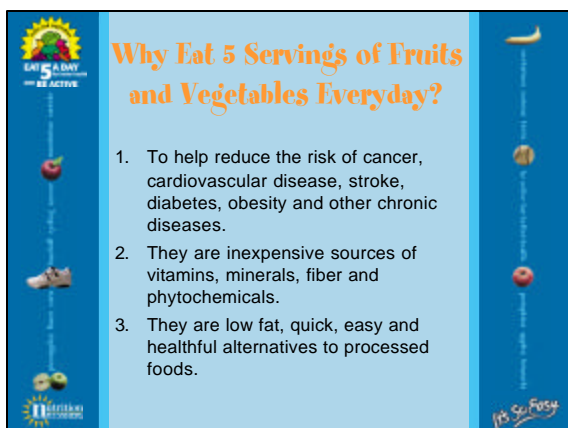
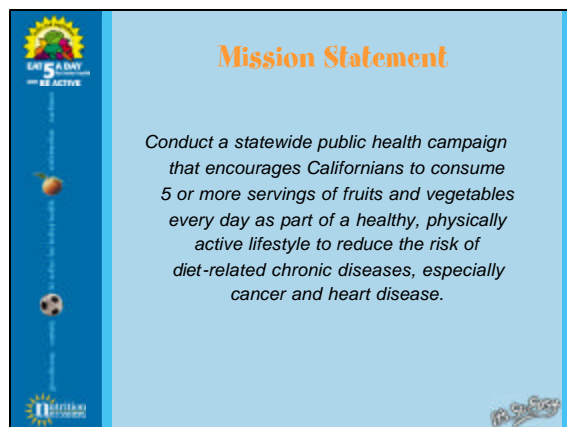
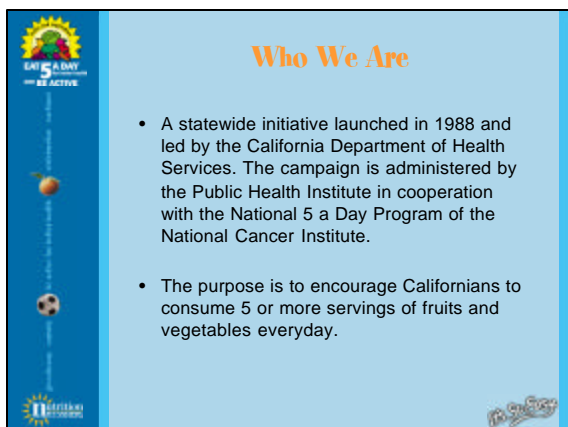
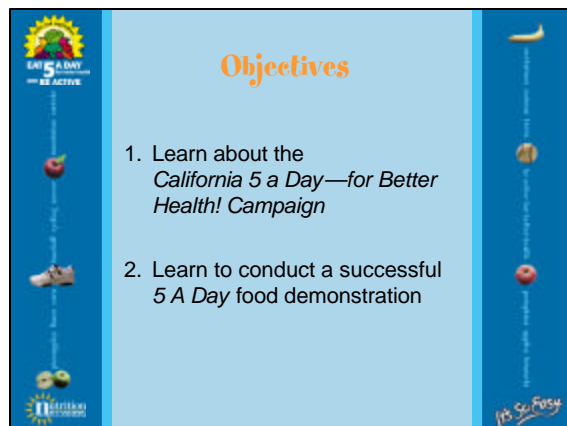
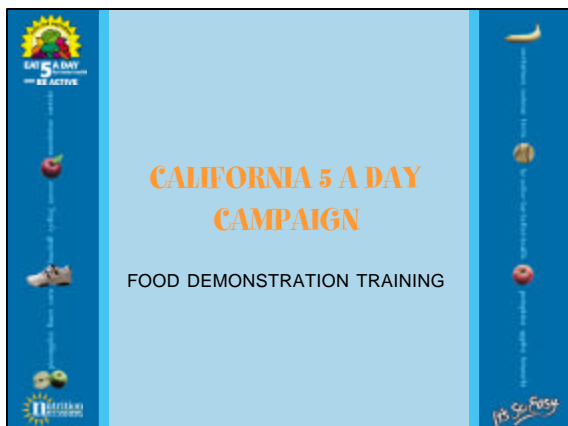
### \_\_\_\_\_ **Tip Sheets**

Conversation tips to help effectively communicate the *5 A Day* message.

## Administrative Forms

### \_\_\_\_\_ **Food Demonstration Evaluation Forms (5)**

Complete an evaluation form at the end of each demonstration. These forms help us improve our in store efforts. *Please return evaluation forms to 5 A Day.*






5 A DAY  
BE ACTIVE






## Targeted Programs

- 1993  
Children's 5 a Day—Power Play! Campaign
- 1994  
Latino 5 a Day Campaign
- 1996  
5 a Day Retail Program
- 2001  
African American Task Force
- 2002  
Pre-K 5 a Day Plus Active Play! Campaign
- 5 a Day Worksite Program








5 A DAY  
BE ACTIVE

## Students take a tasty supermarket tour





5 A DAY  
BE ACTIVE




## Students enjoy a school salad bar...



## ...take a farm tour...










5 A DAY  
BE ACTIVE





## Festival attendees spin the 5 A Day Prize Wheel...











5 A DAY  
BE ACTIVE



## ...While farmers' market visitors enjoy local produce...











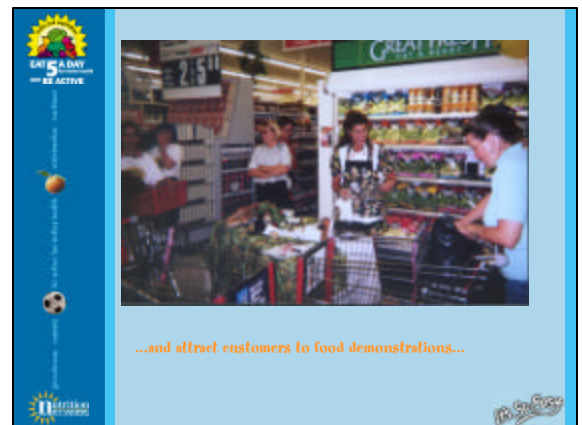
5 A DAY  
BE ACTIVE





## ...and children learn about 5 a Day at school.












...while  
5 A Day kids  
capture the  
media  
spotlight!






## Food Demonstrator Responsibilities



## Communicate the 5 A Day Message!


Eat 5 servings of fruits and vegetables and be active every day for better health!

For more information about 5 A Day, call 1-888-EAT-FIVE/1-888-328-3483, or visit us at [www.ca5aday.com](http://www.ca5aday.com)




## Responsibilities

- Offer two easy-to-prepare recipes each month
  - Recipes will be available for customers on recipe cards.
- Attract customers with free food samples, recipe cards and one-on-one personal interaction.
- Communicate the 5 A Day message.
- You may have only 30 seconds with the customer, so please promote the 5 A Day message in that time.




## Responsibilities

- Greet customer to your table.
- Communicate the 5 A Day message.
- Offer a food sample and reinforce the 5 A Day message.
- Provide a Goodie Bag and/or stickers and direct customers to the toll-free number or Web site.
- The demonstrations will be conducted from 12:00 a.m. to 4:00 p.m.
- Keep a record of all the promotional items that you provide to customers.







## You are our front line to informing your community about healthful products in the produce department!







## Responsibilities

- Do not attempt to answer questions you do not know. Instead, please refer the customer to 1-888-EAT-FIVE or the *5 a Day* Web site at [www.ca5aday.com](http://www.ca5aday.com).
- Customers can e-mail their questions to the *5 a Day* team if they do not locate the desired information online.

## Responsibilities





- Please wear the *5 A Day* apron to each food demonstration.
- Deliver the *5 a Day* message consistently and frequently in conversation.
- Limit Goodie Bag distribution to one per family.
- Stickers may be provided to anyone as a means to reinforce *5 A Day*.





## Goodie Bags

Include:

- Key chains
- Notepad
- Pen
- "Discover the Secret" cookbooklet
- Recipe card










## Food Safety and Sanitation Policy




## Food Safety and Sanitation

- All personnel must be free from illness or disease which may be passed to the public through food handling, sneezing and/or coughing.
- All persons preparing or serving food must keep their hands clean, confine the hair and use tongs or other utensils when serving food.
- Never give a child a sample.
- If hands are in contact with food, it is suggested that the demonstrator wear gloves.

## Food Safety and Sanitation

- Never let someone "double dip" or contaminate clean products with their spoon.
- Be careful with electricity.
- Never attempt to answer questions if you don't know the answer.



5 A DAY  
MORE FRUIT & VEGETABLES  
FOR BETTER HEALTH

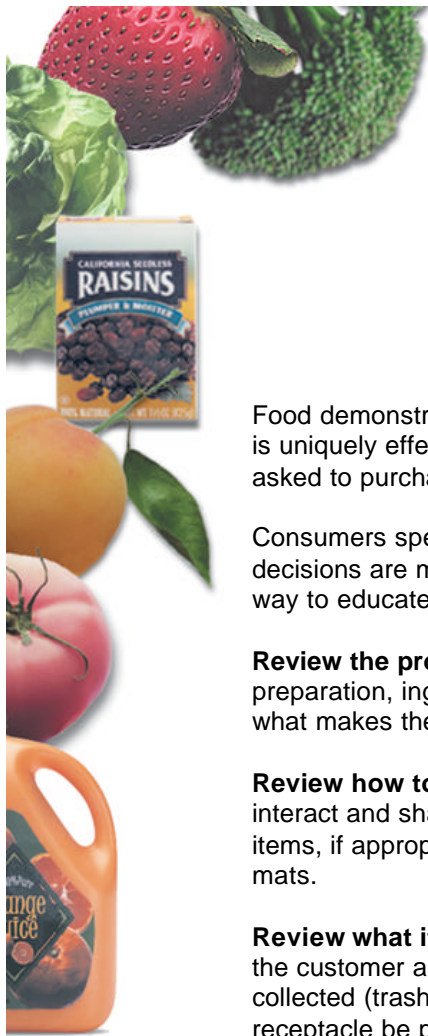


## Food Safety and Sanitation

- Customers are not allowed to pick a sample directly or to serve themselves.
- Keep hot foods hot and cold foods cold.
- Never leave the table unattended. If you have to use the restroom, wait until the batch of products are finished.
- Review expected dress and appearance. This may vary depending on the supermarket.







# Introduction to Food Demonstrations

Food demonstrations at the point of purchase offer sampling opportunities for store customers. Sampling is uniquely effective because a shopper can be introduced to a product, taste it or see it in action, be asked to purchase it and have immediate access to it all in one location.

Consumers spend 26 minutes in-store per average shopping trip and 66% of consumers purchasing decisions are made in-store. In-store promotions enhance Product Identification and are an effective way to educate consumers.

**Review the product.** Spend about a half hour reviewing each recipe. Give information on selection, preparation, ingredients, and nutrient content. When possible, offer comparison information too, such as what makes the recipe lower in fat.

**Review how to merchandise the table.** Set up a table at a training and encourage demonstrators to interact and share ideas about ways to present the product and hand out information. Use non-food items, if appropriate, to help complete your table such as posters, balloons, a fruit basket and laminated mats.

**Review what items are needed (food and non-food).** Review how the product will be presented to the customer and what types of containers and eating utensils will be needed. Decide how trash will be collected (trash can or paper bag) and where the receptacle will be placed. It is suggested that the receptacle be placed either in front of the table so customers can throw away their own napkins cups or have customers to give demonstrators trash to throw away in a trash can behind the table.

If possible, use plastic tablecloths since they can be easily wiped clean.

1. Purchase all ingredients in the recipes.
2. Prepare each of the ingredients according to the directions before the demonstration and store in to an appropriate container.
3. Place the containers in a refrigerator. Before leaving for the demonstration, place the containers in a cooler.
4. Before each demonstration, remove the appropriate amount of each ingredient from the container and place in the disposable cups/containers used for the food demonstration.
5. After the demonstration, heat or prepare the final steps of the recipe and place small portions of the recipe back into disposable cups/containers and allow participants to sample.
6. Quickly dispose all plastic containers and clear the sampling area.



[www.ca5aday.com](http://www.ca5aday.com)





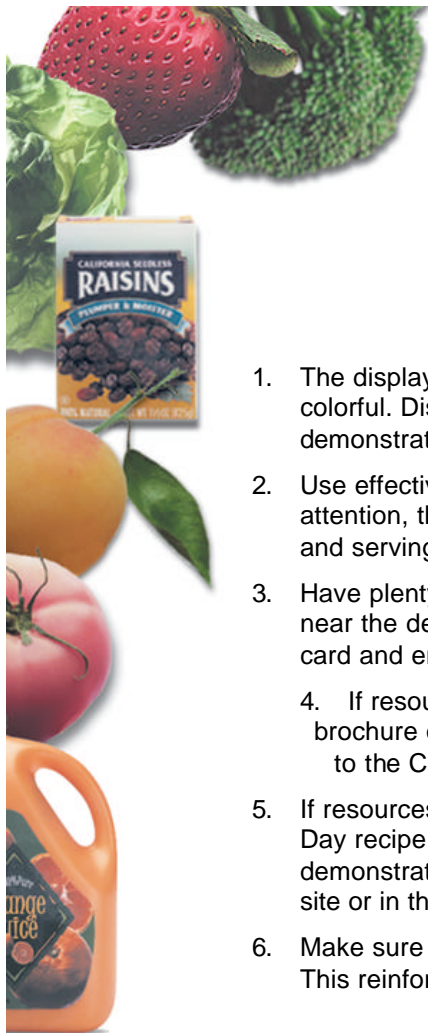
# Tips for Coordinating Successful 5 A Day Food Demonstrations

1. Think about the weather and the season. Provide warm soup recipes when during the Fall or Winter and frozen yogurt or smoothie recipes in the Spring and Summer.
2. Conduct demonstrations in an accessible location. Choose a location where people can comfortably stop, sample the product and talk to the demonstrator.
3. Use skilled and effective demonstrators. They should be knowledgeable and well informed, enthusiastic, friendly, and appropriately dressed. If possible, use the same demonstrator in each store to encourage the customers and employees to develop a trust with the person.
4. Consider the older work force (male or female) as demonstrators. Several coordinators said that customers appear to trust an older demonstrator, and coordinators were able to find older applicants who were reliable and interested in this type of flexible, part-time work.
5. If price is a consideration, consider using recipe ingredients that are in season or alternate forms of fruits and vegetables (i.e., canned or frozen).
6. Arrange demonstrations during the busiest hours of the day and week. Ideal times are between 10:00 a.m. to 1:00 p.m. and 4:00 p.m. to 7:00 p.m. Monday and Tuesday are usually the slowest days during the week, while Saturday and Sunday are the busiest.
7. Do not arrange demos on abnormally busy shopping days, such as two or three days before a holiday. You don't want to burden store employees by adding one more person and display to the store.
8. Decide on the *MOST* important message and communicate it to every customer. As long as you keep the message simple and short, it is a very effective activity. Use short phrases like "for a quick dinner" or "light summer snack," which speak to the shopper's needs.
9. It is best to demonstrate two items together, such as a vegetable and a low-fat dip or a salad with low-fat dressing.
10. Show the customer something new or different. Sample exotic produce that most people haven't tried, or demonstrate a new way of preparing an item, such as micro waving artichokes.
11. If possible, give the customer something to take home. If you are demonstrating a fruit and vegetable recipe, have a recipe cards available. If you are handing out samples of an exotic fruit or a new fruit juice, have a tip card available that lists other helpful fruit and vegetable hints.



[www.ca5aday.com](http://www.ca5aday.com)

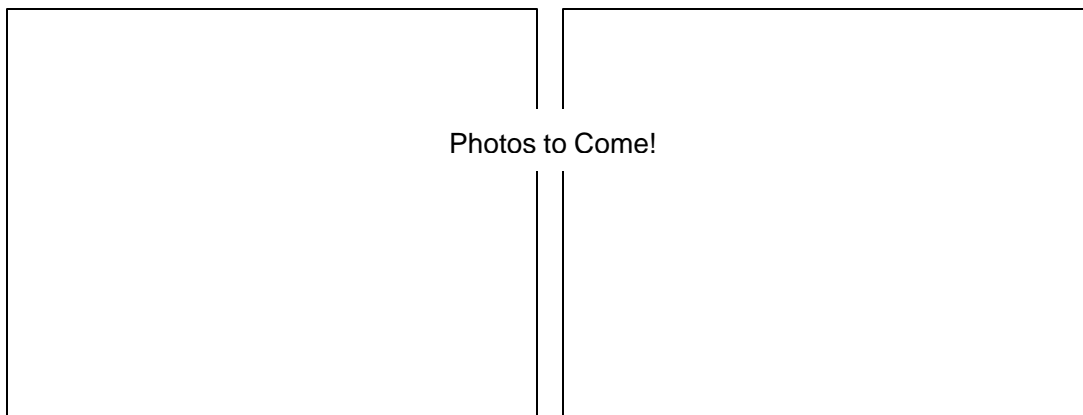




# Merchandising the 5 A Day Food Demonstration Table

1. The display should capture attention in creative ways. Make table and surrounding area tidy and colorful. Display 5 A Day posters, balloons, buttons and giveaway items on or near the demonstration area. Consider appealing to other senses such as sound, smell, and taste.
2. Use effective signage that is bright and colorful. Balloons in the demonstration area help to draw attention, the 5 A Day apron and button help communicate the message, and the 5 A Day logo and serving size posters reinforce the 5 A Day message.
3. Have plenty of fresh, dried, canned or juiced product available for customers to buy, preferably near the demonstration area. If they like the recipe being sampled, provide them with a recipe card and encourage them to purchase the ingredients.
4. If resources are tight, have at least one sample of 5 A Day material, such as a consumer brochure or cookbook on display. If customers are interested in receiving the items, refer them to the California 5 a Day Web site or the toll-free number to order complimentary materials.
5. If resources are available, have giveaway items on display for customers to take with them. 5 A Day recipe cards and tip sheets are inexpensive items that can be provided at the demonstration. Master copies of these materials can be found on the California 5 A Day Web site or in this binder.
6. Make sure the 5 A Day message and/or logo is included in all handouts and giveaway items. This reinforces the 5 A Day message to customers long after they have left the store.

A sample demonstration table, complete with merchandising effects is photographed below. While your demonstration area may differ slightly, effective use of 5 A Day items will help draw attention to your table and encourage customers to sample 5 A Day recipes.



[www.ca5aday.com](http://www.ca5aday.com)



## July 2002

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	1	2	3	4	5 First batch of supplies in mail	6
7	8	9	10 Food Demo Training	11	12	13 1 <sup>st</sup> Food Demo Strawberry Smoothie Radio Remote (tent)
14	15	16	17	18	19 Second batch of supplies in mail	20
21	22	23	24	25	26	27 2 <sup>nd</sup> Food Demo Oprah's Outtasight Salad
28	29	30	31	1	2	3



## August 2002

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	1	2 Third batch of supplies in mail	3
4	5	6	7	8	9	10 3 <sup>rd</sup> Food Demo Fruit Dip
11	12	13	14	15	16 Fourth batch of supplies in mail	17
18	19	20	21	22	23	24 4 <sup>th</sup> Food Demo Paradise Freeze Radio Remote (LA) African Marketplace
25 African Marketplace	26	27	28	29	30	31



## September 2002

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6 Fifth batch of supplies in mail	7
8	9	10	11	12	13	14 5 <sup>th</sup> Food Demo Mexican Rice
15	16 Sixth batch of supplies in mail Mexican Independence Day	17	18 Seventh batch of supplies in mail	19	20 Eight batch of supplies in mail	21
22	23	24 6 <sup>th</sup> Food Demo Veggie Dip Radio Remotes	25	26 7 <sup>th</sup> Food Demo Fruit Salad Radio Remotes	27	28 8 <sup>th</sup> Food Demo Tomatillo Salsa (Smt Greens in LA) Radio Remotes
29	30	National 5 A Day Week				



## October 2002

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	1	2	3	4 Ninth batch of supplies in mail	5
6	7	8	9	10	11	12 9 <sup>th</sup> Food Demo Apple Twist Radio Remote: SD
13	14	15	16	17	18 Tenth batch of supplies in mail	19
National School Lunch Week: "Stars, Stripes and School Lunch"						
20	21	22	23	24	25	26 10 <sup>th</sup> Food Demo Pear Salad
27	28	29	30	31	1	2

## Food Demonstration Calendar Overview

### ALBERTSON'S: NORTHERN CALIFORNIA

SALINAS
1150 S. Main Street, 93901
1415 N. Main Street, 93906
1223 N. Davis Road, 93907

### SAVE MART: NORTHERN CALIFORNIA

FRESNO
4831 E. Butler Avenue
1540 N. First Street
1625 N. Fruit Avenue

### ALBERTSON'S: SOUTHERN CALIFORNIA

SAN DIEGO
141W. San Ysidro Blvd., San Ysidro, 92173
3007 Highland Avenue, National City, 91950
285 E. Orange Avenue, Chula Vista, 91911
720 3 <sup>rd</sup> Avenue, Chula Vista, 91910

### RALPH'S: SOUTHERN CALIFORNIA (AATF)

LOS ANGELES
8620 Orchard Avenue, 90044
1730 W. Manchester Avenue, 90047
5080 Rodeo Road, 90016

## Hours of Food Demonstrations at Each Location

Store Name	Hours
Albertson's (N. Cal)	1:00 p.m. to 5:00 p.m.
Albertson's (S. Cal)	1:00 p.m. to 5:00 p.m.
Ralph's	1:00 p.m. to 5:00 p.m.
Save Mart	Weekends: 11:30 a.m. to 6:00 p.m. Weekdays: 12:30 p.m. to 7:00 p.m.





# Strawberry Smoothie

## INGREDIENTS

- 1 carton (8 ounces) plain nonfat yogurt
- ¼ cup fat-free milk
- 3 packets sugar substitute (regular sugar for non weight reduction)
- 3 cups frozen unsweetened strawberries (fresh berries may be used)
- 1 cup ice cubes (increase amount if fresh berries are used)

## PREPARATION

1. Combine yogurt, milk, and sugar substitute in blender container.
2. With blender running add berries, a few at a time through opening in lid.
3. **Blend until smooth. Add ice cubes one at a time blending until smooth**

Makes 4 Servings

## Nutrition Information Per Serving

Calories:	79	Total Fat:	< 1 g
Carbohydrate:	15 g	Sodium:	54 mg
Protein:	5 g		
Cholesterol:	1 mg		

Recipe from Los Angeles Black in Nutrition & Dietetics (LA BIND)



# Oprah's Outtasight Salad

## **SALAD INGREDIENTS**

- 2 cups salad greens of your choice
- 1 cup chopped vegetables of your choice (tomatoes, cucumbers, carrots, green beans)
- 1 cup fresh orange segments or canned\* pineapple chunks, drained
- ¼ cup Dynamite Dressing
- 2 tablespoons raisins or dried cranberries
- 2 tablespoons chopped nuts, any kind

## **PREPARATION**

1. Put mixed salad greens on a large platter or in a salad bowl.
2. In a large bowl, mix chopped vegetables and orange segments. Add dressing and stir. Spoon mixture over salad greens.
3. Top with raisins and nuts. Serve

Makes 4 (1-cup) servings

\*canned fruit packed in 100% fruit juice

## **DYNAMITE DRESSING INGREDIENTS**

- ¼ cup fruit-flavored nonfat yogurt
- 1 tablespoon orange juice
- 1 ½ teaspoons white vinegar

## **PREPARATION**

1. In a small bowl, mix all ingredients. Refrigerate until ready to serve.

## **Nutrition Information Per Serving**

Calories: 87  
Total Fat: 3 g  
Carbohydrate: 15 g  
Protein: 3 g

Cholesterol: 0 mg  
Sodium: 34 mg  
Dietary Fiber: 3 g

*Recipe courtesy of Chef Joseph Orate*



# Summer Fruit Dip

## INGREDIENTS

Cocoa-Orange Dip:

2 tablespoons cocoa

1½ tablespoons frozen orange juice concentrate

3 tablespoons sugar

1 tablespoon lowfat milk

Fruit:

4 peaches, sliced

3 nectarines, sliced

6 plums, sliced

## PREPARATION

1. To prepare cocoa-orange dip, mix cocoa, orange juice concentrate, and sugar in a small microwave-safe bowl. Stir in milk, slowly.
2. Microwave on HIGH for 1 minute. Refrigerate for 5 minutes.
3. Dip fruit slices into cocoa-orange dip.

Makes 10 servings

## Nutrition Information Per Serving

Calories:	142	Total Fat:	1 g
Carbohydrate:	33 g	Saturated Fat:	0 g
Protein:	3 g	Dietary Fiber:	2 g
Cholesterol:	1mg	Sodium:	186 mg

*Recipe courtesy of the California Tree Fruit Agreement*





# Paradise Freeze

## INGREDIENTS

1 large, ripe banana  
1 cup strawberries  
1 ripe mango, cubed  
1 cup cranberry juice  
1 cup ice cubes

## PREPARATION

1. Combine banana, strawberries, mango, juice, and ice in blender or food processor container.
2. Cover; blend until thick and smooth. Serve

Makes 3 servings

## Nutrition Information Per Serving

Calories:	131	Cholesterol:	0 mg
Total Fat:	1 g	Protein:	1 g
Carbohydrate:	41 g	Sodium:	8 mg

*Recipe courtesy of Dole Food Company*



# Mexican Rice

## INGREDIENTS

Nonstick cooking spray  
1 cup rice  
1 medium yellow onion, chopped  
1 clove garlic, chopped  
2 cups hot water  
2 low-sodium chicken-flavored bouillon cubes  
1 8-ounce can tomato sauce  
3 1/3 cups frozen vegetables (peas and carrots)  
2 tablespoons chopped fresh cilantro

## PREPARATION

- 1 Lightly spray a large saucepan with nonstick cooking spray.
- 2 Add rice to saucepan. Cook over medium heat, stirring occasionally, until lightly browned. Stir in onion and garlic. Cook for 2 to 3 minutes. Add hot water, bouillon cubes and tomato sauce, stirring until bouillon cubes are dissolved. Reduce heat to low. Cover and simmer for 20 minutes.
- 3 Add frozen vegetables. Cover and simmer for an additional 10 minutes or until all moisture is absorbed.
- 4 Sprinkle cilantro on top of cooked rice. Serve.

Makes 6 servings (1 cup per serving)

## Nutrition Information Per Serving

Calories:	185	Total Fat:	1 g
Carbohydrate:	39 g	Saturated Fat:	0 g
Protein:	6 g	Dietary Fiber:	4 g
Cholesterol:	0 mg	Sodium:	284 mg

*Recipe courtesy of the California 5 a Day Campaign*



# Vegetable Medley with Salsa Dip

## INGREDIENTS

2 carrots, cut into 3-inch sticks  
2 celery stalks, cut into 3-inch sticks  
½ jicama, peeled and cut into 3-inch sticks  
1 bunch radishes, trimmed  
6 green onions, trimmed  
1 cup fat free sour cream  
1 cup Fresh Salsa (to follow)

## PREPARATION

1. Arrange vegetables on a platter.
2. In a small bowl, mix sour cream and salsa.
3. Serve.

## FRESH SALSA INGREDIENTS

2 tomatoes, chopped  
½ onion, chopped  
3 jalapeño chilies, finely chopped, seeded if desired  
¼ cup chopped fresh cilantro  
¼ teaspoon salt  
Juice of 1 lime

## PREPARATION

1. In a medium bowl, mix all ingredients.
2. **Serve or store salsa in refrigerator for up to 3 days in a covered plastic or glass container.**

Makes 3 servings

## Nutrition Information Per Serving

Calories:	109	Cholesterol:	2 mg	Carbohydrate:	22 g
Total Fat:	0 g	Sodium:	247 mg	Protein:	6 g
Saturated Fat:	0 g	Dietary Fiber	7 g		





# Fruit Salad

## INGREDIENTS

½ cup sliced banana  
½ cup chopped apple  
½ chopped nectarines  
½ cup grapes  
½ cup orange juice

## PREPARATION

1. In a medium bowl, mix all ingredients. Serve.

Makes 3 servings

## Nutrition Information Per Serving

Calories:	109	Cholesterol:	0 mg	Carbohydrate:	28 g
Total Fat:	0 g	Sodium:	3 mg	Protein:	1 g
Saturated Fat:	0 g	Dietary Fiber	2 g		



# Tomatillo Salsa

## INGREDIENTS

12 tomatillos, husks removed, washed and finely chopped or  
2 12-ounce cans tomatillos, drained and finely chopped  
4 serrano chiles, finely chopped, seeded if desired  
1 small white onion, finely chopped  
¼ cup chopped fresh cilantro  
1 clove garlic, finely chopped  
Pinch of salt, Optional \*  
Pinch of sugar, Optional \*

## PREPARATION

1. In a medium bowl, mix all ingredients. Season with salt and sugar, if desired.
2. Serve or store salsa in refrigerator for up to three days in a covered plastic or glass container.

Makes 4 servings (1/2 cup per serving)

## Nutrition Information Per Serving

Calories:	59	Total Fat:	1 g
Carbohydrate:	12 g	Saturated Fat:	0 g
Protein:	2 g	Dietary Fiber:	3 g
Cholesterol:	0 mg	Sodium:	5 mg

*Recipe courtesy of the California 5 a Day Campaign*





# Spinach Pear Salad

## INGREDIENTS

4 cups spinach leaves  
1 red or yellow pear, or mango, sliced  
1/2 cup jicama, cut into strips  
1/4 cup raisins or dried cranberries  
1/3 cup fat free or lowfat bottled vinaigrette dressing  
1 teaspoon grated or minced ginger root

## PREPARATION

1. Toss together spinach, pear or mango, jicama, and raisins or cranberries.
2. Mix vinaigrette dressing and ginger. Pour over spinach and mix.

Makes 4 servings

## Nutrition Information Per Serving

Calories:	57	Cholesterol:	0 mg
Fat:	0 g	Sodium:	241 mg
Saturated Fat:	0 g	Fiber:	4 g
Carbohydrate:	13 g	Protein:	2 g

*Recipe courtesy of the California 5 a Day Campaign*



# Apples with a Twist

## INGREDIENTS

4 Granny Smith apples, cored and quartered  
4 tablespoons raisins  
1/8 teaspoon cinnamon  
1 tablespoon instant oats  
2 teaspoons butter, chopped  
2 tablespoons sugar  
Nonfat vanilla frozen yogurt

## PREPARATION

1. Place apples in microwave-safe dish.
2. Combine all remaining ingredients except frozen yogurt. Sprinkle on top of apple pieces.
3. Cover apples, microwave on HIGH for 5 minutes. Let stand 2 minutes before serving.
4. Serve warm with frozen yogurt.

Makes 4 servings

## Nutrition Information Per Serving

Calories:	157	Cholesterol:	5 mg
Total Fat:	3 g	Sodium:	14 mg
Saturated Fat:	1 g	Fiber:	4 g
Carbohydrate:	36 g	Protein:	1 g

*Recipe courtesy of the California 5 a Day Campaign*



# Smothered Greens

## INGREDIENTS

6 cups water  
¼ pound smoked turkey breast, skinless  
1 tablespoon hot pepper freshly chopped  
¼ teaspoon cayenne pepper  
¼ teaspoon ground cloves  
2 cloves garlic thyme  
1 stalk of scallion, chopped  
1 teaspoon ground ginger  
¼ cup onion chopped  
2 pounds of greens (mustard, collards, kale, turnip or mixture)

## NUTRITION INFORMATION PER SERVING

Calories:	80	Total Fat:	2 g
Carbohydrate:	14 g	Sodium:	378 mg
Protein:	4 g		
Cholesterol:	16 mg		

## PREPARATION

1. Place all ingredients except greens into 3 quart pot and bring to boil.
2. Prepare greens by washing thoroughly and removing stems.
3. Tear or slice greens into bite-sized pieces.
4. Add green to turkey stock. Cook 20 to 30 minutes until tender.

Makes 5 Servings



## 2002 FOOD DEMONSTRATION RECIPES

RECIPE NAME	INGREDIENTS	REPEAT	SUPPLIES
<b>STRAWBERRY SMOOTHIE</b>	1 carton (8 ounces) plain nonfat yogurt ¼ cup fat -free milk 3 packets sugar substitute 3 cups frozen unsweetened strawberries (fresh berries may be used) 1 cup ice cubes	<b>4 TIMES</b>	<b>-Blender -Drink cups -Napkins</b>
<b>OPRAH'S OUTTASIGHT SALAD</b>	<b>SALAD INGREDIENTS</b> 2 cups salad greens 1 cup vegetables (tomatoes, cucumbers, carrots, green beans) 1 cup fresh orange segments or canned* pineapple chunks ¼ cup Dynamite Dressing (recipe follows) 2 tablespoons raisins or dried cranberries 2 tablespoons nuts, any kind <b>DYNAMITE DRESSING INGREDIENTS</b> ¼ cup fruit -flavored nonfat yogurt 1 tablespoon orange juice 1 ½ teaspoons white vinegar *canned fruit packed in 100% fruit juice	<b>7 TIMES</b>	<b>-Souffle cups -Forks -Napkins</b>
<b>SUMMER FRUIT DIP</b>	<b>COCA-ORANGE DIP:</b> 2 tablespoons cocoa 1 ½ tablespoons frozen orange juice 3 tablespoons sugar 1 tablespoon lowfat milk <b>FRUIT:</b> 4 peaches 3 nectarines 6 plums	<b>4 TIMES</b>	<b>-Microwave -Cupcake liners -Napkins</b>
<b>PARADISE FREEZE</b>	1 large, ripe banana 1 cup strawberries 1 ripe mango 1 cup cranberry juice 1 cup ice cubes	<b>5 TIMES</b>	<b>-Blender -Drink cups -Napkins</b>
<b>MEXICAN RICE</b>	Nonstick cooking spray 1 cup rice 1 medium yellow onion 1 clove garlic 2 cups hot water 2 low-sodium chicken-flavored bouillon cubes 1 8-ounce can tomato sauce 3 1/3 cups frozen vegetables (peas and carrots) 2 tablespoons fresh cilantro	<b>3 TIMES</b>	<b>-Skillet -Souffle cups -Spoons -Napkins</b>
<b>VEGETABLE MEDLEY WITH SALSA DIP</b>	2 carrots 2 celery stalks ½icama 1 bunch radishes 6 green onions 1 cup fat free sour cream 1 cup Fresh Salsa (recipe follows) <b>FRESH SALSA</b> 2 tomatoes ½onion 3 jalapeño chilies ¼cup fresh cilantro ¼teaspoon salt Juice of 1 lime	<b>5 TIMES</b>	<b>-Souffle cups -Napkins</b>
<b>FRUIT SALAD</b>	½cup banana ½cup apple ½cup nectarines ½cup p grapes ½cup orange juice	<b>7 TIMES</b>	<b>-Souffle cups -Forks -Napkins</b>



## Tips for Successful 5 A Day Conversations

Once you attract a customer to your table, communicate the *5 A Day* message. Instead of just smiling and saying “hello,” you can ask the customer a question, such as:

- *“Did you know that eating 5 servings of fruits and vegetables everyday can reduce your risk of some cancers?”*
- *“How many servings of fruits and vegetables do you think is recommended for good health?” (When they answer 2, 3, or 4, you can reply, “Actually, the national Academy of Sciences recommends at least 5.”)*
- *“Would you like to taste some (Recipe Name)? Eating (Recipe name) is an easy way to help you get the recommended 5 servings of fruits and vegetables everyday.”*

When you offer a food sample, reinforce the *5 A Day* message. Suggest ways in which the customer may add *5 A Day* to their daily menu, such as:

- *“Drink a glass of 100% fruit juice at breakfast.”*
- *“Have a salad with your meals.”*
- *“Dried, fresh or canned fruits and vegetables make great snacks.”*
- *“Add a vegetable as a side dish to dinner or add canned vegetables to soups and casseroles.”*
- *“Serve fresh, canned or dried fruit as a dessert.”*

Offer the customer a Goodie Bag and stickers, and direct them to the toll-free number or Web site for more information:

- *“For more information, please call 1-888-EAT-FIVE.”*
- *“Call 1-888-EAT-FIVE for additional recipes and 5 A Day information.”*
- *“Please visit [www.ca5aday.com](http://www.ca5aday.com) for more recipes and information about 5 A Day.”*



[www.ca5aday.com](http://www.ca5aday.com)





# California 5 a Day Campaign

## Healthy Tips

### BREAKFAST

- Start your day with a glass of 100% fruit juice
- Add fresh or frozen fruit to milk and blend to make a smoothie
- Add cut-up vegetables to your omelet
- Add fresh fruit or raisins to your oatmeal and cereals

### LUNCH

- Try pre-cut vegetables for brown bag lunches
- Pack 100% fruit juice with your lunch
- Take along cut-up fresh fruit like cantaloupe, honeydew and watermelon

### SNACKS

- Enjoy vegetable sticks with lowfat dressing for snacks
- Munch on dried fruits--they are a quick and sweet snack
- Eat raw vegetables, fresh and dried fruit as a snack
- Use fruit as a topping for lowfat-frozen yogurt

### DINNER

- Grill chicken and add to your green salads
- Microwave vegetables for dinner and toss into pasta, rice or serve with an entree
- Offer two vegetable choices with dinner every evening
- Serve fresh, canned, and dried fruit as a dessert

### BUDGET SAVERS

- Buy a variety of fruits and vegetables in season to fit your budget
- Stretch any meal with canned or frozen vegetables
- Drink a glass of 100% fruit juice with any meal or snack
- Add canned vegetables to your soup or casserole dishes

### WHEN EATING OUT

- Order vegetable pizza, pasta with vegetables or a vegetable wrap
- Order vegetables, plain baked potato, vegetable soup or a salad instead of fries
- Add extra tomatoes, lettuce, and onions to your sandwich (hold the mayonnaise!)
- Order a side of fresh fruit in season
- Order 100% fruit juice instead of a sugary beverage
- Select chicken breast, turkey or vegetarian burgers instead of a hamburger



[www.ca5aday.com](http://www.ca5aday.com)





# Top 10 Tips for Storing and Handling Fruits and Vegetables

Enjoy your fruits and vegetables longer by following these easy tips on storage and handling.

- Tip #1:** Select fruits and vegetables that are plump and smell fresh. Avoid those that are too ripe.
- Tip #2:** Buy only what you are going to use for the next two to three days.
- Tip #3:** Place fruits and vegetables on top of other items in your shopping cart to avoid bruising.
- Tip #4:** Refrigerate fruits and vegetables dry in their designated refrigerator drawers.
- Tip # 5:** Rinse all fruits and vegetables under cold running water before eating. Lettuce should be rinsed with cold water and blotted with a paper towel. Store in a sealed container in the refrigerator that will allow for proper water drainage.
- Tip # 6:** Wash your hands with soap and periodically clean the areas where fresh foods are prepared.
- Tip # 7:** Have the appropriate temperature setting in your refrigerator.
- Tip #8:** Follow instructions on labels found on pre-packaged or pre-cut fruits and vegetables.
- Tip #9:** Pay attention to expiration dates and throw away any fruits or vegetables when in doubt.
- Tip #10:** Peel or throw away the husk, skin, peel and other non-edible parts of vegetables.

*This document was developed by the Produce for Better Health Foundation.*



[www.ca5aday.com](http://www.ca5aday.com)



# ***CALIFORNIA 5 A DAY—FOR BETTER HEALTH! CAMPAIGN***

## **2002 Food Demonstration Evaluation Form**

---

**STORE:** \_\_\_\_\_ **CITY:** \_\_\_\_\_

**DATE/TIME:** \_\_\_\_\_

---

Please complete the following by answering the questions in the spaces provided. Your insight will help the campaign effectively communicate the *5 A Day* message.

### **DEMONSTRATION PRESENTATION / APPEARANCE:**

1. What part of the demonstration appealed most to customers?
2. What would you do to improve the demonstration in the future?

### **MATERIALS AND GIVEAWAYS:**

1. How did store customers respond to the materials and giveaways?
2. Did you have enough materials and giveaways? If not, why?
3. What were the most frequently asked questions at the demonstration?

*Is there anything else about your experience at this event you would like to tell us?*